

## Examining a Moderating Role of Migration on News Usage in an Intra-National Ethnic Setting

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### Abstract

The effect of cross border migration on news consumption has been well explored in uses and gratifications studies. Most of these studies focus on inter-national migrants with little empirical attention on intra-national migrants. Besides, most of these studies have not examined migration within the context of ethnic variables like ethnic identity. This study is examining a possible moderating effect of migration on ethnic identity as a predictor of news usage among the three major ethnic groups in Nigeria. Survey questionnaires were administered on 400 undergraduates in three universities in Nigeria between January and April, 2014. We use Partial Least Square Structural Equation Modeling (PLS-SEM) approach to measure the relationships among the variables. Findings show ethnic migration having a significant moderating effect on the predictive power of ethnic identity on news gratifications.

**Keywords:** news, gratifications, ethnicity, ethnic identity, motivations, intra-national

### 1. Introduction

Ethnicity has been treated in previous studies as a culture-specific characteristic (Frable, 1997; Gezduci and d'Haenens, 2007, 2010). Therefore, migration of people across ethnic borders can produce several acculturation effects. The migrating culture can assimilate into the migrated, creating a 'melting pot'. The acculturation can be a 'salad bowl' where the migrants and the native retain their cultural identities (Frable, 1997). This implies that ethnic migration can somehow upset ethnic behaviours. Empirical studies have explored news consumption across cultural boundaries. In his study of news consumption among migrants in Europe, Christiansen (2004) found that diaspora is a factor in news consumption behaviour. The migrants had broader news habit and were critical of local news media. Similarly, Lee and Tse (1994) had found news strength of Hong Kong migrants to Canada to be affected by the cultural migration. In their study of news consumption among the ethnically diverse groups in Belgium, Gezduci and d'Haenens (2010) found out that the urge to connect to homeland is one of the reasons the immigrants seek news. In Shi's (2005) ethnography, Chinese migrants to United States express change in media use compared to when they were at home: *watching news about home for Josh is almost like 'watching dramas. It would be quite different if you were home and experienced and felt it yourself' (p.63)*. This forms the basis of hypotheses one and two:

#### 1.1 Statement of the problem

Ethnic identity influences news usage. The extent to which such influence can be moderated by other ethnic variables has rarely been explored. The sharp divide in ethnic behaviour among the three major ethnic groups in Nigeria (Hausa-Fulani, Ibo and Yoruba), is complemented by sharp geographical divide among the three ethnic groups (Hausa-Fulani in the north, the Ibo in the east and the Yoruba in the west). In this kind of setting, the extent and nature of the influence that ethnic identity has on news consumption can be moderated by movement across ethnic borders. In other words, ethnic migration can moderate the influence of ethnic identity on news usage. Previous studies have explored news consumption among migrants. Christiansen (2004) explored news consumption among migrants in Europe and found that diaspora is a factor in news consumption behaviour. In Shi's (2005) ethnography, some Chinese migrants to United States express change in their news attitude compared to when they were at home. In most of these studies, no attempt was made to examine how migration impacts on differences in ethnic identities vis-a-vis news consumption. This theoretical gap is made wider by the fact that those previous studies have focused on inter-national migrants with little attention on intra-national migrants. This study examines how difference in the news usage of the three major ethnic groups in Nigeria can be influenced by inter-ethnic migration.

Gender difference has also been found to influence news usage. Glynn, Huge and Hoffman (2012) found gender to significantly influence how Facebook is used for news. Nangog (2011) discovered a significant difference in the preferred TV news programs between males and females among Chinese watching television news. But because gender roles, attitudes and perceptions are a function of culture (Gibbons, Hamby & Dennis, 1997; Tripp, 2000), and ethnicity is a cultural characteristic (Gezduci & d'Haenens, 2010), it can be assumed that the effect of gender difference on news usage among ethnic persons can be upset by movement across ethnic borders. This is also given the fact that previous studies have found migration to influence news usage (see

Christiansen, 2004; Shi, 2005). The study will explore a possible moderating role of ethnic migration on the influence of gender difference on news usage among the major ethnic groups in Nigeria. Previous studies on news usage among ethnic groups have rarely explored this moderating effect.

From the theoretical gap identified above, we sought to answer these research questions:

**RQ1** Does ethnic migration moderate ethnic identity's influence on news gratifications sought among the Hausa-Fulani, Yoruba and Ibo ethnic groups in Nigeria

**RQ2** Does ethnic migration moderate the influence of gender difference on news gratifications sought among the Hausa-Fulani, Yoruba and Ibo ethnic groups in Nigeria?

## 1.2 Research model

In U&G theory, expectations of media consumers for visiting the media form what have been traditionally described as gratifications sought (GS) This study will examine these GS within the context of news, using the Katz, Guventich and Haas' (1974) typologies of these GS which include cognitive needs (for information, knowledge and understanding of the environment), affective needs (for aesthetic, pleasure and emotional experiences), personal integrative needs (for credibility, confidence, stability and personal status), social integrative needs (for contact with friends, family and the world) and escapist needs (for escape, diversion and tension release),

Although previous studies have not examined the moderating effect of migration on differences in ethnic news behaviours,, previous studies have found migration directly influencing news usage. In their study of news consumption among the ethnically diverse groups in Belgium, Gezduci and d'Haenens (2010) found out that the urge to connect to homeland is one of the reasons the immigrants seek news. In Shi's (2005) ethnography, Chinese migrants to United States express change in media use compared to when they were at home: *watching news about home for Josh is almost like 'watching dramas. It would be quite different if you were home and experienced and felt it yourself'* (p.63). This forms the basis of hypotheses one and two:

**H<sub>1</sub>** Ethnic migration will moderate ethnic identity's influence on news gratifications sought among Hausa-Fulani, Yoruba and Ibo ethnic groups in Nigeria

**H<sub>2</sub>** Ethnic migration will moderate the influence of gender on news gratifications sought among Hausa-Fulani, Yoruba and Ibo ethnic groups in Nigeria

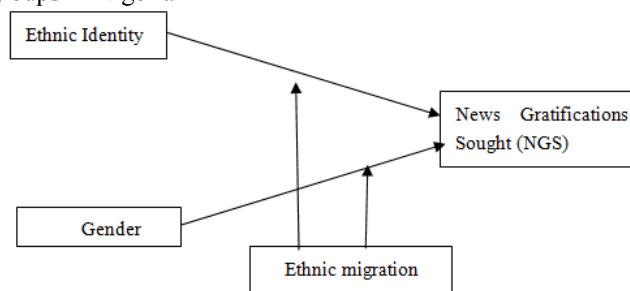


Fig. 1 The research model

## 2 Method

### Measures

Between January and April, 2014, survey questionnaires were administered on 400 undergraduate students in three federal Nigerian universities. Through a random sampling, one federal university from each of the three geographical zones of the three ethnic groups under study was selected. Stratified samples of 108 Hausa-Fulani, 181 Ibo and 111 Yoruba were then drawn from the total population of each of the ethnic groups in each of the three sampled universities through a proportionate sampling technique.

Based on the criteria of Hair et al (2014), 43 cases were excluded from the analysis leaving a total of 357. In some of these dropped cases, all the questions in a particular construct are left unanswered while in other cases, a considerable portion of the entire observation was not addressed by the respondent. Using both the boxplots and the percentiles techniques in SPSS, 33 outlying responses were detected and excluded from the analysis. The two continuous variables, NGS and geographical location have 20 items each which were measured on a 7-point Likert scale

## 3 PLS Estimation Results with smartPLS

Partial Least Square-Structural Equation Modeling (PLS-SEM) was used to analyse the measurement and structural models of this study. The analyses were done on the smart- PLS 2.0 software. PLS-SEM was chosen mainly because of its non-requirement of normal data distribution. More so, the concern of this study is mainly the endogenous construct (NGS) which requires a variance-based method like PLS-SEM

### 3.1 Measurement Model Assessment

The four constructs (ethnic identity, gender, NGS and ethnic migration) met the PLS-SEM threshold of internal consistency reliability and discriminant validity. The composite reliability of NGS and ethnic migration are above the 0.78 threshold while their Average Variance Extracted (AVE) also meets the 0.5 requirement. All the individual indicators of NGS and ethnic migration constructs that are below .05 were deleted until the AVE criterion of 0.5 is met. Ethnic identity and gender are single-item constructs. We used the *Fornell-Larcker criteria* to assess the indicator loadings of each of NGS and ethnic migration construct against the loadings (cross loading) of the other construct. The square root of AVE of each of NGS and ethnic migration is greater than the latent variable correlation of the other. The results of the measurement model assessment are shown in table 3.1

Table 3.1 Reliability and validity scores

	AVE	Compst.	Reliability	R Square	Cronbachs Alpha	Communality	Redundancy
<b>NGS</b>	0.5383		0.8525	0.3214	0.7821	0.5383	0.0007
<b>EthnicMig</b>	0.5236		0.8681		0.8208	0.5236	

### 3.2 Structural Model Assessment

The results of path relationships between the two exogenous variables (ethnic identity and gender) and the endogenous variable (NGS) were examined through the PLS-SEM algorithm and bootstrapping. The results are consistent with findings of previous studies that ethnic identity and gender influence news usage with path coefficients of 0.007 and 0.115 for ethnic identity and gender respectively. This conclusion is strengthened by the fact that the two exogenous variables have predictive relevance on NGS (ethnic identity:  $q^2=0.03$ ; gender:  $q^2=0.13$ ).

These results of path relationships and effect sizes are shown in tables 3.2 and 3.3

Table 3.2 Results of Significant Relationships

Path Relationship	Std Beta	SE	t-Value	Decision
<b>Ethnic identity -&gt; NGS</b>	<b>0.007</b>	<b>0.0504</b>	<b>0.132</b>	<b>Not Significant</b>
<b>Gender -&gt; NGS</b>	<b>0.115</b>	<b>0.0509</b>	<b>2.254***</b>	<b>Significant</b>

Table 3.3 Effect Sizes- $f^2$  and Effect Size- $q^2$  on NGS

	Path	$f^2$	$q^2$
<b>Ethnic identity</b>	<b>0.007</b>	<b>0.02</b>	<b>0.03</b>
<b>Gender</b>	<b>0.115</b>	<b>0.016</b>	<b>0.13</b>

### 3.3 Moderating effect

To assess the moderating effect of ethnic migration on ethnic identity, we use the Henseler and Chin (2010) product approach to create an interaction term through the **smartPLS** windows. We then ran the PLS algorithm and bootstrapping of 5000 samples. The result shows ethnic migration has a significant moderating effect on ethnic identity's predictive power on NGS with a t-value of 1.782 which supports hypothesis one ( $H_1$ ). The hypothesis that gender difference's influence on NGS will be moderated by ethnic migration is not, however, supported because there is no statistically significant moderating effect of ethnic migration on the influence that gender difference has on NGS ( $t = 1.227$ ). These results are shown in table 3.4. For PLS-SEM, the threshold for a critical  $t$  values using two-tailed test can be significant at either 10% (1.65), 5% (1.96), or 1% (2.57) (Hair et al., 2014).

Table 3.4 Results of moderating effect

Path Relationship	Std Beta	SE	t-Value	Decision
<i>Ethnic identity * EthnicMig -&gt; NGS</i>	-0.128	0.0716	1.782***	Significant
<i>Gender * EthnicMig -&gt; NGS</i>	-0.062	0.0945	1.261	Not significant

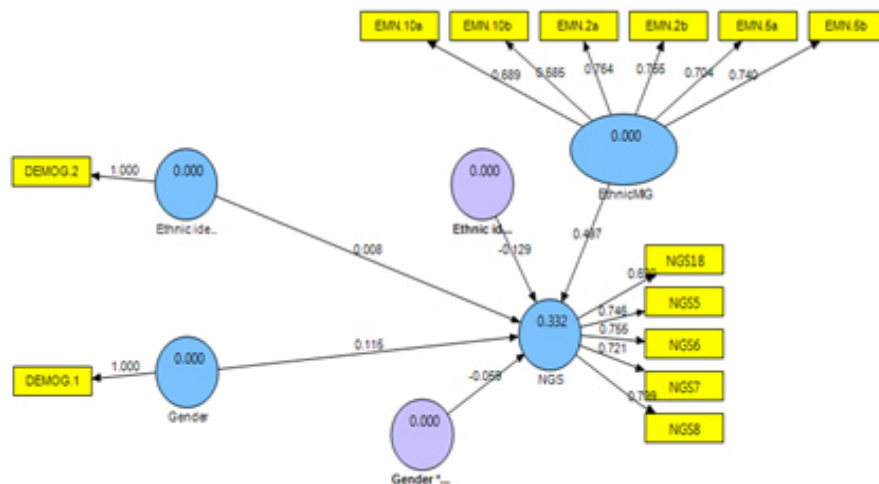


Figure 1 Path coefficient from PLS-SEM algorithm

#### 4 Conclusions

Our finding that ethnic migration significantly moderates ethnic identity's influence on news usage is a novel one. This finding along with the finding that ethnic identity influences news usage strengthens previous studies that ethnicity plays a crucial role in news consumption (see Gezduci & d'Haenens, 2010; Albarran & Humpkrey, 1997; Wei, 2008). Though this study does not find ethnic migration to moderate influence of gender difference on news usage, further studies on news usage among ethnic groups can explore possible moderating role of ethnic migration on other demographic variables of uses and gratifications

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